

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A mobile phone having a software application for participating in a promotional offer, said mobile phone comprising:
 - a processor;
 - a processor readable storage medium;
 - code recorded in the processor readable storage medium to input a promotional offer code into the mobile phone;
 - code recorded in the processor readable storage medium to access promotional offer code data that has been pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;
 - code recorded in the processor readable storage medium to associate an input promotional offer code with corresponding promotional offer code data;
 - code recorded in the processor readable storage medium to construct a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and
 - code recorded in the processor readable storage medium to transmit the promotional offer entry to the sponsor.
2. (Previously Amended) The mobile phone of claim 1 wherein the pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.
3. (Previously Presented) The mobile phone of claim 1 wherein the pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.

4. (Canceled)

5. (Original) The mobile phone of claim 4 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry comprises:

code recorded in the processor readable storage medium to create a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

code recorded in the processor readable storage medium to include the content described by the promotional offer code data in the message.

6. (Original) The mobile phone of claim 5 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry further comprises:

code recorded in the processor readable storage medium to encrypt the message.

7. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

8. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

9. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.

10. (Currently Amended) A method operable on a mobile phone that allows the mobile phone to participate in a promotional offer, said method comprising:

inputting-receiving by the mobile phone a promotional offer code ~~into the mobile phone~~;

accessing, by the mobile phone, promotional offer code data that has been pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;

associating, by the mobile phone, an input promotional offer code with corresponding promotional offer code data;

constructing, by the mobile phone, a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and

transmitting, by the mobile phone, the promotional offer entry to a promotional sponsor.

11. (Previously Presented) The method of claim 10 wherein the pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

12. (Previously Presented) The method of claim 10 wherein the pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by a manufacturer of the mobile phone.

13. (Canceled)

14. (Previously Presented) The method of claim 13 wherein constructing a specific promotional offer entry comprises:

creating, by the mobile phone, a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

including, by the mobile phone, the content described by the promotional offer code data in the message.

15. (Previously Presented) The method of claim 14 wherein constructing a specific promotional offer entry further comprises encrypting the message.

16. (Original) The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

17. (Original) The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

18. (Original) The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.

19. (Currently Amended) A mobile phone for participating in a promotional offer, said mobile phone comprising:

~~means for a radio frequency (RF) module configured to receive~~ inputting a promotional offer code into the mobile phone;

~~means for a processor configured to access~~ accessing promotional offer code data that has been pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign, the processor further configured to associate the received promotional offer code with corresponding pre-stored promotional offer code data; and

~~means for associating an input promotional offer code with corresponding promotional offer code data;~~

~~means for a graphical user interface configured to allow constructing a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code;~~ and the RF module transmitting the specific promotional offer entry to a promotional sponsor.

~~means for transmitting the promotional offer entry to a promotional sponsor.~~

20. (Previously Presented) The mobile phone of claim 19 wherein the pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

21. (Previously Presented) The mobile phone of claim 19 wherein the pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.

22. (Canceled)

23. (Currently Amended) The mobile phone of ~~claim 22~~claim 19 wherein allowing constructing ~~a the specific~~ promotional offer entry comprises:

~~means for the GUI allowing~~ creating a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

~~means for the GUI allowing~~ including the content described by the promotional offer code data in the message.

24. (Original) The mobile phone of claim 23 wherein constructing ~~a the specific~~ promotional offer entry further comprises encrypting the message.

25. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

26. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

27. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.